

Excerpts from: "Fingertip Facts"—2004 Edition, a publication of the Manchester (NH) Economic Development Office, One City Hall Plaza, Manchester, NH 03101, (603) 624-6505, econdev@ci.manchester.nh.us.

## **DEMOGRAPHIC DATA**

The data below is for the federally-designated Manchester Primary Metropolitan Statistical Area, which consists of the City of Manchester and the towns of Allenstown, Auburn, Bedford, Candia, Goffstown, Hooksett, Londonderry, and Weare.

Population	1990	2000	2004(est)	2009(proj)
Total population	180,506	205,440	215,202	226,489
Sex				
Males	48.64%	49.11%	49.19%	49.24%
Females	51.36%	50.89%	50.81%	50.76%
Age				
Under 5	7.88%	6.75%	6.31%	6.10%
5-17	20.52%	19.05%	18.51%	18.13%
18-64	60.55%	63.28%	64.26%	64.36%
Over 64	11.05%	10.91%	10.92%	11.41%
Median age	32.1	35.5	36.4	37.1
Race - Non Hispanic	179,580	199,467	207,883	217,564
White	96.79%	95.67%	94.39%	92.91%
Black	0.64%	1.22%	1.55%	1.93%
Other	1.10%	3.10%	4.06%	5.16%
Hispanic Origin	2,679	5,994	7,319	8,905
Number of households	68,212	78,096	82,029	86,650
<u>Income</u>				
Households by income				
Over \$100,000	4.58%	13.57%	18.74%	25.76%
\$75,000 to \$99,999	6.96%	13.27%	14.94%	15.08%
\$50,000 to \$74,999	20.54%	23.45%	21.88%	19.85%
\$25,000 to \$49,999	37.85%	27.89%	25.15%	22.73%
Less than \$25,000	30.07%	21.82%	19.29%	16.59%
Per capita income	\$16,499	\$23,763	\$27,016	\$31,184
Median hshold income	\$38,113	\$50,305	\$56,345	\$63,460
Average hshold income	\$43,717	\$61,531	\$69,928	\$80,569
Median household EBI*	\$32,824	\$43,477 <sub>(2001)</sub>	\$47,196 <sub>(2003)</sub>	n/a

Retail sales(000s)\* \$1,952,206 \$2,455,000(2001) \$2,533,470(2003) n/a

\*Source: Sales and Marketing Management, Survey of Buying Power 2003.

Source of all other data: Claritas, San Diego, California

## **METROPOLITAN AREA DATA**

The Manchester Metropolitan Area (10 mile radius), located in the heart of the Merrimack Valley in south central New Hampshire, is the industrial, wholesale, retail and business service center of New Hampshire and much of northern New England. It comprises seven towns in Hillsborough County, six in Rockingham County and five in Merrimack County, and accounts for over 25% of the population of the state.

Manchester is the largest city in New Hampshire and the core city in one of the three federally designated PMSA's in the state. According to U.S. census figures, the Metropolitan Area, with 19 communities in 3 counties, contained 162,094 persons (22.0% of the state total of 737,681) in 1970, while the 2002 figures show a 32-year Metropolitan Area increase of 96.9% to 319,083 (25.1% of the state total of 1,275,000).

### MANCHESTER AREA POPULATION

Year	Manchester City		Manchester Metro Area*		Manchester Trade Area*	
1970	87,754		162,094		335,707	
		+3.6%		+30.1%		+29.1%
1980	90,936		212,246		433,543	
		+9.5%		+26.5%		+26.4%
1990	99,332		268,564		548,037	
		+7.7%		+15.5%		+13.8%
2000	107,006		310,304		628,386	
		+1.1%		+2.8%		+3.2%
2002(est)	108,150		319,083		648,355	
		+9.7%		+11.0%		+9.7%
2010(proj)	118,630		354,280		711,170	
		+7.2%		+10.5%		+10.0%
2020(proj)	127,140		391,480		782,190	

\*MANCHESTER METRO AREA (10-mile radius): Manchester, Allenstown, Amherst, Auburn, Bedford, Bow, Candia, Chester, Derry, Dunbarton, Goffstown, Hooksett, Litchfield, Londonderry, Merrimack, New Boston, Pembroke, Raymond and Weare.

\*MANCHESTER TRADE AREA (20-mile radius): METRO AREA and Atkinson, Brentwood, Brookline, Chichester, Concord, Danville, Deerfield,

Deering, Epping, Epsom, Francestown, Fremont, Greenfield, Hampstead, Henniker, Hollis, Hopkinton, Hudson, Kingston, Loudon, Lyndeborough, Milford, Mont Vernon, Nashua, Northwood, Nottingham, Pelham, Plaistow, Salem, Sandown, Wilton, Windham.

SOURCES: Population - U.S. Census 1970, 1980, 1990 and 2000.  
Population Estimates and Projections - NH Office of Energy and Planning.